

What is claimed is:

1. An edible film composition comprising:
 - a. a safe and effective amount of a cellulose based film forming agent comprising a mixture of at least one low viscosity cellulose based film forming agent and at least one high viscosity cellulose based film forming agent;
 - b. a safe and effective amount of a plasticizing agent; and
 - c. a safe and effective amount of a flavoring agent;wherein the film composition rapidly dissolves in the oral cavity.
2. The composition of claim 1 wherein the low viscosity film forming agent has a viscosity of about 1 to about 40 mPa.s.
3. The composition of claim 2 wherein the low viscosity film forming agent has a viscosity of about 2 to about 20 mPa.s.
4. The composition of claim 2 wherein the high viscosity film forming agent has a viscosity of about 50 to about 10,000 mPa.s.
5. The composition of claim 4 wherein the high viscosity film forming agent has a viscosity of about 100 to about 5,000 mPa.s.
6. The composition of claim 4 wherein at least one of the film forming agents is HPMC.
7. The composition of claim 6 wherein at least one of the film forming agents is HPMC with a 19-24% methoxy group substitution and a 7-12 % hydroxypropoxyl group substitution.
8. The composition of claim 1 wherein the total level of film forming agent is from about 2% to about 30% by weight of the wet film composition.
9. The composition of claim 8 wherein the total level of film forming agent is from about 4% to about 7% by weight of the wet film composition.

10. The composition of claim 8 wherein the film forming agent is selected from the group consisting of hydroxypropyl cellulose, hydroxypropyl methyl cellulose, and mixtures thereof.
11. The composition of claim 1 wherein the composition further comprises a safe and effective amount of a vegetable oil.
12. An edible film composition comprising:
 - a. a safe and effective amount of a cellulose based film forming agent comprising a mixture of at least one low viscosity cellulose based film forming agent and at least one high viscosity cellulose based film forming agent;
 - b. a safe and effective amount of a plasticizing agent; and
 - c. a safe and effective amount of a flavoring agent;wherein the film composition rapidly dissolves in the oral cavity and wherein the composition is essentially free of surfactant.
13. A method of increasing the film strength of an edible film composition by incorporating into the film composition, a safe and effective amount of a cellulose based film forming agent comprising a mixture of at least one low viscosity cellulose based film forming agent and at least one high viscosity cellulose based film forming agent.
14. A method of treating an oral condition by administering a safe and effective amount of the composition of claim 1 to the oral cavity of a subject in need thereof.